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TOWNSEND and TOWNSEND and CREW LLP

By: Julia Lim

PATENT
Attorney Docket No.: 026014-002300US
Client Reference No.: REG00559 2003
PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Blake SCHOLL

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING
KEYWORD-TARGETED
ADVERTISEMENTS

Customer No.: 20350

Confirmation No.: 2699

Examiner: RETTA, YEHDEGA

Art Unit: 3622

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER
37 CFR §1.97 and §1.98

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. A copy of reference number 1 is not enclosed. A copy of the remaining reference [in compliance with the requirements of 37 CFR §1.98(a)(2)] is enclosed.

It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

This Supplemental IDS is being filed before the mailing date of the final Office Action or Notice of Allowance.

Please charge the IDS fee of \$180 to Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



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